

Message Text

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PAGE 01 TAIPEI 00246 130918Z
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----004815 130920Z /15
R 130350Z JAN 78
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 6083

UNCLAS TAIPEI 0246

FOR BED/OED/EID/DONAHOE

ALSO FOR BIC/OIM/EA/KELLY

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: VSMF MARKETING PLAN FOR FY 1978

REF: A) USDOC 0005 B) TAIPEI 7656, 1977 C) STATE A-4496, 1977

1. THE FY78 VSMF MARKETING PLAN IS MULTIFACETED. THE POST WILL BEGIN THE CAMPAIGN FOR MORE EXPOSURE OF VSMF AND SYSTEM'S CAPABILITIES THROUGH USIS PRESS RELEASE, AND THROUGH EFFORTS TO ARRANGE A FEATURE NEWS STORY IN THE CHINESE-LANGUAGE ECONOMIC DAILY NEWS, THE "WALL STREET JOURNAL" OF TAIWAN. FURTHER, THE POST WILL MAIL OUT CHINESE LANGUAGE BROCHURES TO RELEVANT TRADE ASSOCIATIONS AND CHAMBERS OF COMMERCE FOR INCLUSION IN THEIR OWN PUBLICATIONS, AND TO COMPANIES LISTED ON FTI LISTS (WHICH ORDERED BY COMMERCIAL OFFICER DURING RECENT HOME LEAVE CONSULTATIONS). THE POST IS PUBLISHING A SPECIAL ARTICLE ON VSMF SYSTEM IN JAN-FEB ISSUE OF COMMERCIAL NEWSLETTER. IN ADDITION, NEWSLETTER'S INFORMATION ON POST'S COMPREHENSIVE COMMERCIAL SERVICES INCLUDES VSMF SYSTEM.

2. TRADE CENTER SHOWS PROVIDE AN IMPORTANT FOCUS OF THE
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COMMERCIAL SECTION'S VSMF PROMOTIONAL ACTIVITIES. IN ADDITION TO USE OF THE VSMF SYSTEM TO SUPPORT TC SHOWS AND EVENTS, IT WILL BE MOVED OFF-SITE FOR THE TC'S ELECTRONICS AND CONSTRUCTION EQUIPMENT SHOWS. THE TRADE CENTER ESTIMATES THAT, DURING THE PAST FISCAL YEAR, 265 CHINESE AND AMERICAN EXHIBITORS AND 19,000 TC-SPONSORED EVENTS ATTENDEES WERE EXPOSED TO THE VSMF SYSTEM. THE DIRECTOR

OF THE TRADE CENTER WILL ALSO PROMOTE THE VSMF SYSTEM THROUGH REFERENCES IN FIVE OR SIX SPEECHES TO BE GIVEN THIS FISCAL YEAR.

3. THE POST IS NOW CONSIDERING OFF-SITE OPERATION OF SYSTEM AT USIS/KAOHSIUNG FOR A WEEK DURING MARCH. UNDER THE PROPOSAL, USIS/KAOHSIUNG BPAO WOULD UNDERTAKE PUBLICITY, AND WOULD ACCOMPANY COMMERCIAL OFFICER ON KEY PROSPECT CALLS TO MAJOR FIRMS AND TRADE MULTIPLIERS TO POINT OUT VSMSZ CAPABILITIES. USIS KAOHSIUNG AND TAINAN LIBRARY PERSONNEL, WHO NOW HANDLE SOME TRADE ENQUIRIES, WOULD RECEIVE VSMF TRAINING FROM POST'S COMMERCIAL LIBRARIAN, WHICH WOULD ENHANCE THEIR UNDERSTANDING OF THE VSMF-RELATED SERVICES RENDERED BY COMMERCIAL SECTION.

4. PROMOTION OF THE VSMF SYSTEM'S CAPABILITIES AT TC AND AT USIS FACILITIES WOULD BE GREATLY ASSISTED BY USE OF A VIDEO TAQ RECORDER VERSION OF THE IHS FILM. SUCH A VTR, WHICH WOULD COMPLEMENT THE PRESENT FOREIGN BUYER PROGRAM VTR "MARKETPLACE USA", WOULD ALLOW THE POST TO USE THE VTR EQUIPMENT LOCATED AT THE TC, AND AT ALL USIS POSTS FOR DAYTIME VIEWING IN A HIGHLY CONVENIENT FORMAT. THE COMMERCIAL SECTION COULD FAIRLY EASILY ARRANGE AN AUDIO CASSETTE CHINESE LANGUAGE COMMENTARY TO ACCOMPANY SUCH A PRESENTATION. PLEASE ADVISE THE POSSIBILITY OF OBTAINING SUCH A VTR CASSETTE VERSION OF THE FILM IN THE UNCLASSIFIED

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NEAR TERM.

5. THE FY78 CCP BUDGET MAKES NO PROVISION FOR A MAIL CAMPAIGN AND KAOHSIUNG OFF-SITE OPERATION. POST REQUESTS IHS FINANCIAL SUPPORT FOR PRINTING AND MAILING OUT CHINESE LANGUAGE BROCHURES. USDOC IS REQUESTED TO APPROVE AND PROVIDE FINANCIAL SUPPORT TO COVER THE COST OF MOVING THE VSMF SYSTEM AND THE TRAINED COMMERCIAL LIBRARIAN TO KAOHSIUNG. IF FUNDS FOR THESE EXPENDITURES ARE AVAILABLE, SEPARATE DETAILED OR ITEMIZED REQUESTS WILL THEN BE PREPARED FOR IHS AND COMMERCE APPROVAL. (FYI) 3M TAIWAN READER/PRINTERS ARE NOT RPT NOT AVAILABLE IN KAOHSIUNG, THOUGH POST WILL ATTEMPT TO BORROW COMPATIBLE R/P FROM CHINA STEEL'S KAOHSIUNG OFFICE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 13 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978TAIPEI00246
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780020-0001
Format: TEL
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780167/aaaacepy.tel
Line Count: 109
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e02dfce3-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 TAIPEI 7656, 78 STATE A-4496
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 16 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3780316
Secure: OPEN
Status: NATIVE
Subject: VSMF MARKETING PLAN FOR FY 1978
TAGS: BEXP, TW
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/e02dfce3-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014